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Country: **Germany**

Titel of the project: **"Hearts in Motion"- ...if hearts get out of time**

Project details

Elke Schiller

MentalMotion

Award amount: €100,000

The medium of film transports the complex subject of "Stroke - prevention in atrial fibrillation" through "Faces" (authentic report on experience of affected persons) and "Facts" (expert information). Here easy-to-remember images and clear language sensitize and mobilize the wide public for the subject. The film is used multilingually on all modern communication platforms worldwide in the real and virtual environment.

Around 250,000 persons suffer a stroke every year, it represents the third most frequent cause of death in Germany.. Risk of a stroke rises with increasing age. Yet young persons and children are also affected. The reasons for a stroke are varied, but atrial fibrillation is frequently the reason. However, only very few people are aware of this connection. "Hearts in Motion" sensitizes over modern channels of communication cost-efficiently and broadly effectively for the subject of "Stroke prevention" and simultaneously supports medical experts with a contemporary information tool. "Hearts in Motion" chooses the medium of film to address people emotionally and rationally at all sensory levels by the unique interplay of images (key visuals), music, every conceivable language, text (key words) and graphics. The message is clear: Strokes can affect everyone. The advantage of filming is the interaction of a modular structure based on two different, complementing formats. "faces" and "facts". Thanks to this forceful composition of opposites, the film acts on all social strata and age groups interestingly and mobilizing. "Faces" We give the stroke event a face. Affected persons report in close-up authentically about their personal experience of stroke, their fears, hopes and chances of a cure. Quotes such as "Why me?" go under the skin, fire up the need for more information. Simone H. 23 years old. "It was the Tuesday after Mardi Gras...I would never have thought of a stroke". Every report is intensified atmospherically by the sound of heart beats and the display of life-affirming written quotations: "If I had been informed better...", "if I had known that I have atrial fibrillation...", "If I had let myself be diagnosed better...", "facts" Physicians explain as experts the clinical pictures, forms of therapy, risk factors, and communicate competence, credibility and confidence. Supporting graphics (2D / 3D) compare the healthy heart and the heart affected by atrial fibrillation: "Know your pulse...", "atrial fibrillation must be diagnosed and treated, for the is a high risk of a stroke...", "Ablation, cardioversion, medicamentous stabilization, measures for hemodilution, anti-coagulation...". In times of web 3.0, people with and without clinical picture are searching for information on health and exchange of experience. The film responds to this wish for patient participation through its multifunctional presence - independently of language and time it spreads in all relevant networks around the globe.-The "Faces" module runs a cinema trailer (approx. 1-2 min.) in the introductory sequences on selected cinema screens in Germany with a range of up to 2.23 viewers primarily and the age range of 14-49 (source: V.A. 2008) and functions as initial idea of a multimedia educational campaign. At the end of the trailer, the link www.herzen-aus-dem-takt.de leads to the "Facts" information block around 5 minutes in length. -The high recognition value of "Faces" as reminder intensifies the click rates of "Facts" on health portals, communities, health blogs, etc. and promotes the interest of online media in the subject. -The age group of 50 year and older is reached primarily "in real life" through the distribution of the film as DVD. Family doctors as important medical reference persons educate older persons about "stroke prevention in atrial fibrillation" by showing a version of "Hearts in Motion" in their waiting rooms and allowing them to take the film home on request. In addition, the film is shown in information events of larger clinics, at trade fairs, workshops, lectures and road shows. Further multipliers are medical device manufacturers, medical specialist press as well as insertion as TV spot.

Audience

Type

- AF Patients
- Healthcare professionals
- Carers of AF Patients
- General public

Location

Germany, Europe